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National Committee of Patriotic Societies.

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BULLETIN TO CARTOONISTS

No. 1 December 12, 1917.

December 16th to 23rd is "Red Cross Week". On December 16th The American Red Cross begins its Christmas Drive for 10,000,000 new members. During the campaign which will last until Christmas day, we hope that as many of your cartoons as possible will be on the Red Cross. The following are some suggestions that may prove useful to you. We urge you to show this bulletin to the editor of the paper in which your cartoons are published and to seek his co-operation in using the subjects suggested.

"RED CROSS MEMBERSHIP IS THE CHRISTMAS SPIRIT IN TERMS OF ACTION".

The above is from President Wilson's 1917 Red Cross Christmas proclamation. By drawing cartoons on the excellent work that the Red Cross is doing, you will be making a valuable contribution to the cause.

THE RED CROSS SERVICE FLAG.

Enclosed we are sending you a Red Cross Service Flag. Only members of the Red Cross may display this flag. One additional red cross is pasted on for each member of the family that joins. It is hoped that by Christmas Eve every house in the country will have a Red Cross Service flag in the front window with a lighted candle or electric light just behind it.

USELESS CHRISTMAS PRESENTS vs RED CROSS MEMBERSHIP

A Red Cross membership is a fitting Christmas gift. Effective cartoons could be drawn urging people instead of giving useless Christmas gifts to give the money they would ordinarily spend to the Red Cross and thus help to relieve the tremendous suffering caused by the war.

THE RED CROSS vs THE IRON CROSS

Would you not rather wear a Red Cross, showing that youare connected with a wonderful humanitarian organization, than wear an iron cross which shows that the owner fought for autocracy and slavery? All can wear a Red Cross button by becoming a member of the Red Cross, Only a "heart and a dollar" are required.

RED CROSS SEALS

The American Red Cross at this season of the year sells penny Red Cross Seals, bearing Christmas and New Year greetings. These seals, which are for use on letters and packages, are sold for the benefit of the national, state, and local campaigns against tuberculosis.

CAPTIONS FOR RED CROSS CARTOONS.

Join the Red Cross, All you need is a heart and a dollar.
Make your Christmas present to humanity - join the Red Cross.
Essentials for Service - Men, Money, Munitions, Material, and Mercy.
Let a greater Red Cross be your Christmas gift to "our boys" and to suffering humanity.
The Red Cross - the army behind the army.

National Committee of Patriotic Societies.
George J. Hecht
Director of Cartoon Publicity.

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BULLETIN FOR CARTOONISTS

Issued by the
National Committee of Patriotic Societies
Southern Building, Washington, D. C.

No. 2 December 20, 1917.

The following subjects for cartoons are suggested for publication during the period December 25th to 31st inclusive. You are urged to show this bulletin to the managing editor of the newspapers in which your drawings are published and to seek his cooperation. A complete file of these bulletins will undoubtedly be useful, so save this copy. Will you kindly send us a copy of each cartoon that you draw on the subjects suggested.

"TAKE A SOLDIER HOME FOR DINNER."

Cartoons can effectively urge people to help, whether with money or by giving personal service, to cheer the boys who are risking their all. Persons living near military camps should apply to the Y. M. C. A. or the commanding officer for the names of particularly homesick men and invite them to their homes. Especially during the holiday season, everyone should "take a soldier home for dinner."

SAVE FUEL

The fuel problem this winter is a most serious one. Will you not draw cartoons appealing to the public to save as much fuel as possible? The most healthy temperature for a house is sixty-eight degrees. Over heating is injurious to the health and wastes coal.

BOMBS FOR BERLIN

Be the first aviator who drops a bomb on Berlin! The government has issued a hurry-up call for men with nerve to become aviators. The aviation service offers the most excitement, the best chances for commissions and the greatest honors. Will you not draw recruiting cartoons?

IF YOU CAN HANDLE A TOOL, YOU CAN HELP BUILD SHIPS

The faster ships can be built, the sooner the war will be won. The ship-building companies are tremendously handicapped for want of men. Skilled workmen seeking such patriotic employment should apply to the Department of Industrial Service, Emergency Fleet Corporation, Washington, D. C. Will you not draw cartoons appealing for men to help build ships?

"THE WAR WILL NEVER BE WON IN AMERICA"

The above statement made by General Crowder is suggestive of good recruiting cartoons.

1917

The last days of December afford a good opportunity for reviewing the events of the year. A summary of what we have already done in the war would be fitting. We may justly be proud of what our country did in 1917. The old year leaves us prepared for battle and determined to win.

George J. Hecht,
Director, Bureau of Cartoon Publicity.

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CAPITAL CARTOON TIPS

The following subjects for cartoons are suggested for use on "Win-the-War" day, April 6th, 1918. It is suggested that you show this Bulletin to the managing editor of the newspaper in which your cartoons are published and seek his co-operation in using a "Win-the-War" subject on "Win-the-War" day.

ONE YEAR OF WAR

Never before in the history of the world has a nation done what the United States has done in the past year. Unprepared for war a year ago, we are now truly a nation in arms. With a large force already in France, a million men training over here and nine million more awaiting their call, a navy second to none in efficiency, a large number of ships nearing completion, many new governmental agencies, such as the War Trade Board and U. S. Food Administration, thoroughly organized and running smoothly, we enter our second year of war. We have reason to be proud of what has already been done. Though there has been some inefficiency, our achievements completely over-balance our mistakes.

A PATRIOT IS AS A PATRIOT DOES

The defeat of the German autocracy is not alone the task of armies and navies but of everyone who believes in the principle of democracy. To win the war all must help. Patriotism is not shown by what one says, nor by the flag that one wears in one's button hole, but by what one <u>does</u> for one's country.

DO MORE THAN YOUR "BIT" DO YOUR BEST

When those over there are risking and giving their all, we should certainly do our utmost over here. The time for playing at war has long since past. The sooner everyone "gets in" seriously, the sooner our boys will be coming home again - victorious.

ONWARD TO VICTORY

We are at war with Germany, the country whose policy is "might makes right", treaties are but "scraps of paper" and "military necessity excuses any crime". We are fighting not only "to make the world safe for democracy" but also to keep American homes and lives secure.

BY BUYING BONDS HELP HALT THE HUNS

Every one is once more given an opportunity - in the Third Liberty Loan - to do something for America. The fact that you have already bought a bond is no reason for not buying another. One's "Win-the-War" spirit is expressed in bond-buying.

THE NEW YEAR'S RESOLUTION

To work hard, to save food, to lend money to the Government, to give to worthy war charities, not to believe nor tolerate the repetition of unauthentic war rumors, to write frequently to the boys in service, and in short to stand by the Government, be ready to make any sacrifice and do everything possible to speed the victory.

George J. Hecht
Ass't. to John M. Baer, M.C.

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BULLETIN FOR CARTOONISTS

Issued by the
National Committee of Patriotic Societies
Southern Building, Washington, D. C.

No. 4 Jan. 11, 1918.

The following subjects for cartoons are suggested. You are urged to show this bulletin to the managing editor of the newspaper in which your cartoons are published and to seek his cooperation. Will you kindly send us a copy of each cartoon that you draw on the subjects suggested in these bulletins. A complete file of these bulletins will undoubtedly be useful, so we trust you will save this copy.

THE TRUTH - THE BEST ANTI-GERMAN ARGUMENT

Will you not appeal to the American people not to have to say "I think--" but to be able to say "I know --". To keep informed on the progress of the war and especially on the part the United States is playing, is the duty of every citizen. Would a true patriot say "I don't care to read about the war because it is so depressing"? Certainly not, yet such sentiments are constantly heard.

SAY "NO" WHEN OFFERED CANDY

Stop eating candy, stop sending candy as a gift (except to soldiers or sailors). The sugar used for making candy in the United States, according to the Food Administration, is sufficient to meet all the sugar requirements of England under the rationing system adopted there. The fact that every box of candy bought in America will mean unsweetened coffee for men abroad should be suggestive of cartoons.

THE AMERICAN UNION

Labor must remember that the American Union comes before their own brotherhoods. Striking for pecuniary advantage in these times of stress is unpatriotic. "Our duty is to stand together night and day until the work is finished," said the head of the only union that exists today. Cartoons can effectively appeal to laboring men to "stick to their jobs".

OPPOSE PREMATURE PEACE TALK

Peace today, when Germany has what she wants, would be the realization of the Kaiser's dream. A German peace now would mean another war for the United States before very long. The Kaiser thinks American peace talk made in Germany will prove more fatal than his armies. Everyone who at present talks peace is helping the Kaiser. Cartoonists, will you not "do your bit" by urging people to oppose a premature peace?

THE GOSPEL OF THE CLEAN PLATE

A German family can live on what some American families waste. Everyone should help themselves only to as much food as they expect to eat. It was once considered bad manners to eat everything on one's plate, but now patriotism is shown by leaving a clean plate.

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CAPITAL CARTOON TIPS

No. 5. February 11, 1918

The following subjects for patriotic cartoons are suggested. It might be well to show this bulletin to the managing editor of the newspaper in which your cartoons are published and to seek his cooperation in using the subjects suggested. It would be greatly appreciated if you would send a clipping of each cartoon that you draw on the following subjects to John M. Baer, M. C., House of Representatives, Washington, D. C.

LABOR LOYALTY WEEK

A proclamation signed by Samuel Gompers as president of the A merican Alliance for Labor and Democracy, has designated the week of Lincoln's birthday as "Labor Loyalty Week". The stimulation of greater lover of country and the combating of the insiduous forces of pro-German and anti-American propaganda is the purpose of this movement. Cartoons on this subject should do a great deal of good

INCOME TAX REPORTS MUST BE FILED AT ONCE

Over six million people are required by law to pay an income tax this year who never before had to do so. Every single person having a net yearly income of over one thousand dollars and every married person whose net income is over two thousand must file an income tax report within a very short while. The Internal Revenue Department is confronted with the tremendous problem of informing the public of the above facts. You will be rendering a very real public service if you will draw cartoons pointing out the patriotic duty to file income tax reports promptly. A man who fails to file his income tax report or who makes a false statement regarding it, should be considered in the same class as those who failed to register for the draft.

UNITED STATES SHIPYARD VOLUNTEERS

Because ships are the primary factor in the winning of this war, and because the construction of these ships depends, and will always depend, upon labor, there has been created an organization of workmen known as the United States Shipyard Volunteers, enrolled under the Public Service Reserve. This organization is composed of workmen who are willing to give a good day's work for a good day's pay, workmen who are not asked to sacrifice present positions to rush madly off to shipyards which may not be able to accommodate them for the moment, but who stand ready for the call. Cartoons are needed to urge everyone who can handle a tool to enroll in this organization. Applications will be received either at the U. S. Public Service Reserve, Washington; at their local offices, or at the enrollment bureaus of the State Councils of Defense.

CAPITAL CARTOON TIPS (Continued)

SMILEAGE CARTOON PRIZE CONTEST

The Military Entertainment Council of the Commission on Training Camp Activities, Washington, has announced that it will award three prizes, $100, $50, and $25, for the best cartoons depicting the advantages to be derived by soldiers through the ownership of Smileage Books. The prizes will be awarded on April 1st (but it is not to be an April fool contest) and the judges are to be members of the Council. The cartoons and copies of the paper printing them should be sent to the office of the Council. Smileage Books, which the public is urged to buy and to send to soldiers, contain coupons exchangeable for tickets of admission to any theatre or entertainment at army camps. Aside from the prizes to be won this patriotic cause is one which deserves the aid that cartoonists can give.

THE CIVILIAN ARMY BEHIND THE MILITARY ARMY

The actual fighting forces would be powerless without an efficient civilian army behind them. The United States Civil Service Commission, Washington, D. C. is conducting a nation-wide campaign to obtain stenographers, draftsmen, chemists, inspectors, machinists, smiths, shipfitters, etc. Good wages are paid. Application for information may be made at the post office in any city. The men and women employed in the Civil Service are as essential to winning the war as soldiers and sailors. Will you not aid this campaign by drawing cartoons on the subject?

"EYES FOR THE NAVY"

Since a large supply of binoculars, spy glasses and telescopes are needed by the Navy for use in detecting submarines and since there is no stock in this country to meet the present emergency, it has become necessary to appeal to the patrictism of private owners to supply "Eyes for the Navy". The glasses should be sent to Hon. Franklin D. Roosevelt, Assistant Secretary of the Navy, care of the Naval Observatory, Washington, D. C. As the Government, under the law, cannot accept free services or material, one dollar will be paid for each article accepted. Every effort will be made to return the glasses, with added historic interest, at the termination of the war. A cartoon by you on this subject may stimulate the loaning of glasses tha t may detect a U-boat and thus save a transport.

George J. Hecht,

Assistant to John M. Baer, M. C.

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